

SUSTAINABILITY POLICY



2025

INTRODUCTION

At Wetpaint Advertising, sustainability is at the core of how we operate. We are committed to minimizing our environmental impact, contributing to social welfare, and fostering economic growth. This policy underscores our dedication to sustainability in every aspect of our business, adhering to South African regulations and best practices.

Our approach is twofold:

- Internal Sustainability focuses on reducing our environmental footprint within the company, promoting energy efficiency, responsible resource use, and employee well-being.
- External Sustainability extends to the broader impact we have on society and the environment through our advertising services, supply chain management, and community engagement.

1. INTERNAL SUSTAINABILITY

1.1 Legal Framework and Compliance

Wetpaint Advertising operates within the parameters set by South Africa's environmental laws. Our work is also aligned with Section 24 of the South African Constitution (dedicated to environmental rights, emphasizing every citizen's right to a safe and sustainable environment). It is structured around two key principles, namely the right to a healthy environment and protection for present and future generations.

1.2 Energy Management

We are proactive in reducing energy consumption across our offices. We encourage our team to adopt energy-saving practices that align with our broader sustainability goals.

Wetpaint ensures the following

- All lights and air conditioning are switched off at the end of each business day, ensuring there is no unnecessary energy consumption.
- Our air conditioning is regularly maintained and cleaned to ensure they work efficiently, using less energy.
- All equipment when not in use is switched off.
- We have remote work options for our management and long-term employees which aid in the reduction of energy consumption.
- Employees use laptops instead of desktops which consume less energy.

1.3 Resource Efficiency

At Wetpaint, we prioritize resource efficiency in many of our operations and in so doing we aim to minimize our environmental impact.

Wetpaint ensures the following

- We encourage employees to use digital tools for communication, documentation and storage instead of printing.
- We document and monitor printing numbers per employee each month to ensure there is not excessive printing and paper wastage.
- Wetpaint donates office equipment, furniture and supplies that are no longer needed, rather than discarding them.

1.4 Waste Management and Recycling

Recycling is integral to our commitment to sustainability. We have established recycling programs for materials such as paper and certain IT equipment. Clear waste disposal guidelines are in place, and all staff members are trained to ensure they actively contribute to waste reduction efforts. We have paper recycling bins in our office to collect used paper for recycling.

1.5 Employee Engagement and Training

At Wetpaint, we believe that sustainability starts with our people. Our Admin team and Human Resources Manager leads these efforts, fostering a culture of environmental responsibility across all levels of the company. This team is dedicated to driving our sustainability goals (Reduction of energy consumption, resource efficiency and waste management and ensuring they are embraced by everyone).

2. EXTERNAL SUSTAINABILITY

2.1 Sustainable Advertising Practices

We are committed to working only with clients, partners, suppliers and services that align with our sustainability values.

To ensure our suppliers and clients are aligned, we require clients and suppliers to complete an environmental sustainability and human rights questionnaire and providing copies of policies in place. Wetpaint can then assess their commitment to Sustainable practices.

2.2 Corporate Social Responsibility (CSR)

Our responsibility to the environment and society extends into the communities we serve. Wetpaint actively supports social responsibility programs. We encourage our employees to take part in community-based initiatives (donating needed items to the selected foundation, creating 1 free ad for each paid ad for the TEARS foundation, donating to animal shelters such as Four Paws and through education and training initiatives for unemployed learners and inclusive hiring practices to name a few). Wetpaint ensures that our commitment to sustainability is not just corporate policy but a shared value among our team.

2.3 Supply Chain and Procurement

We recognize the importance of working with suppliers who share our vision for a sustainable future. Wetpaint gives priority to suppliers who comply with the B-BBEE (Broad-Based Black Economic Empowerment) and PPPFA (Preferential Procurement Policy Framework Act) frameworks, ensuring ethical sourcing and procurement practices.

3. INDUSTRY SPECIFIC SUSTAINABILITY INITIATIVES FOR ADVERTISING

3.1 Sustainable Production Practices

Digital Solutions: Wetpaint prioritizes digital over physical wherever possible, from client presentations to advertising campaigns. This reduces paper waste and carbon footprint associated with printing and transportation.

Energy Efficiency: Wetpaint optimizes energy use in the office by the equipment we use (laptops instead of desktops) as well as turning off devices when not in use.

Waste Reduction: Wetpaint partnered with Mpack to provide them with our paper for recycling. Wetpaint ensures waste reduction by encouraging double-sided printing and using refillable ink cartridges.

3.2 Ethical Content Creation

Our commitment to sustainability extends to the content we create. We do not knowingly support or promote products or services that contribute to environmental harm or undermine human rights.

3.3 Use of Sustainable Media Channels

We prioritize digital platforms over print to reduce resource consumption. When print is required, we ensure that materials are sourced responsibly, and we explore eco-friendly alternatives such as digital billboards powered by renewable energy.

4. STAKEHOLDER COLLABORATION AND ADVOCACY

4.1 Client Engagement

We see our clients as partners in sustainability. Wetpaint works closely with clients to integrate sustainable practices into their advertising strategies that help them reduce their environmental impact while staying true to their brand values.

5. INNOVATION AND CONTINUOUS IMPROVEMENT

5.1 Innovation in Sustainable Advertising

At Wetpaint, we embrace innovation as a tool for driving sustainability. We continuously explore emerging technologies to create cutting-edge campaigns with a reduced environmental footprint. Our focus is on integrating sustainable solutions into every stage of the advertising process. From concept to execution, we are committed to minimizing waste and energy consumption.

By staying at the forefront of industry advancements, Wetpaint ensures that we can offer clients the most environmentally friendly solutions without compromising creativity or impact.

6. RISK MANAGEMENT AND MITIGATION

6.1 Climate-Related Risks

As a company dedicated to sustainability, Wetpaint understands the risks posed by climate change. We actively identify potential climate-related risks that could impact our operations, such as resource scarcity or extreme weather events. To mitigate these risks amongst others, we have a Risk Mitigation strategy in place to enhance our resilience, ensuring business continuity.

6.2 Regulatory Risks

Environmental regulations are continually evolving, and Wetpaint remains vigilant in ensuring compliance. We monitor changes to environmental laws, and we try and proactively adapt our policies to meet these regulations. Our goal is not only to avoid regulatory risks but also to lead by example, demonstrating that businesses can thrive while embracing sustainable practices.

7. EMPLOYEE WELLBEING AND SOCIAL SUSTAINABILITY

7.1 Employee Health and Safety

At Wetpaint, we believe that a healthy, engaged workforce is essential to our sustainability mission. We adhere to the Occupational Health and Safety Act (OHSA) of 1993, ensuring that our work environment is safe and supportive. In addition, we offer wellness programs that focus on both mental and physical health, empowering our employees to thrive both inside and outside the workplace. Our people are at the heart of our business, and their well-being is a top priority.

7.2 Social Equity and Inclusion

Diversity and inclusion are core values at Wetpaint. We are committed to promoting equitable hiring practices, in line with the Employment Equity Act (1998), ensuring that our workforce reflects the rich diversity of our society.

At Wetpaint Advertising, sustainability is not just a policy, it's a fundamental part of who we are. We are dedicated to integrating sustainability into every facet of our business, ensuring both environmental and social responsibility. This policy reflects our ongoing commitment to being a leader in the advertising industry while contributing to a more sustainable future for South Africa and beyond. Together with our clients, partners, and communities, we are building a business that will thrive while making a lasting positive impact on the world.